

Message Text

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FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 7358

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

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E.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT: FISCAL YEAR 1976 COUNTRY COMMERCIAL PROGRAM (CCP), BRAZIL

REF: A-9016, DECEMBER 6, 1974

SUMMARY:

IN RESPONSE TO THE REF. A-9016, THE EMBASSY IS SUBMITTING PROPOSALS FOR COMMERCIAL FUNCTIONS TO BE INCLUDED IN THE FY-76 BRAZIL COUNTRY COMMERCIAL PROGRAM (CCP); WHICH IS UNDER PREPARATION BY A STATE/COMMERCE/USIS TEAM.

1. THE FOLLOWING PRODUCT CAMPAIGNS ARE PROPOSED FOR INCLUSION IN FY-76 BRAZIL CCP. LISTED UNDER EACH PROPOSAL ARE THE PRINCIPAL TRADE PROMOTION EVENTS TO BE INCLUDED IN CAMPAIGN ACTIVITIES:

-- (A) EQUIPMENT FOR ELECTRIC POWER PRODUCTION, TRANSMISSION AND DISTRIBUTION.

BUYING GROUP TO INTERNATIONAL ENERGY ENGINEERING EXPOSITION AND CONGRESS, CHICAGO, NOVEMBER 1975.

--(B) AVIONICS AND AVIATION GROUND SUPPORT EQUIPMENT. AVIATION EQUIPMENT TECHNICAL SALES SEMINAR, SAO PAULO, SEPTEMBER 1975.

--(C) METALWORKING AND METAL FINISHING MACHINERY AND EQUIPMENT.

TYPE I TRADE FAIR: METALWORKING MACHINERY AND EQUIPMENT, UNCLASSIFIED

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SAO PAULO, AUGUST 1975.

--(D) AGRICULTURAL EQUIPMENT AND ACCESSORIES.

AGRICULTURAL MACHINERY TRADE MISSION, SAO PAULO, PORTO ALEGRE, BELO HORIZONTE, OCTOBER 1975.

BUYING GROUP TO CALIFORNIA AGRICULTURAL EQUIPMENT SHOW, TULANE, CALIFORNIA, FEBRUARY 1976.

--(E) MINING: BUILDING AND CONSTRUCTION EQUIPMENT.

BUYING GROUP TO INTERNATIONAL BUILDING EXPOSITION, CHICAGO, OCTOBER 1975.

CATALOG SHOW: BUILDING AND CONSTRUCTION SUPPLIES AND EQUIPMENT, SAO PAULO AND RIO DE JANEIRO, MARCH 1976.

--(F) TELECOMMUNICATIONS EQUIPMENT.

TELECOMMUNICATIONS EQUIPMENT TRADE MISSION, SAO PAULO, RIO DE JANEIRO, APRIL 1976.

--(G) POLLUTION CONTROL EQUIPMENT.

POLLUTION CONTROL EQUIPMENT TRADE MISSION, SAO PAULO, RIO DE JANEIRO, MARCH 1976.

--(H) BUSINESS EQUIPMENT.

TYPE I TRADE FAIR: BUSINESS EQUIPMENT, SAO PAULO, MAY 1976.

--(I) EQUIPMENT FOR CHEMICAL AND PETROCHEMICAL INDUSTRIES.

(FOLLOW UP ON CHEMICAL INDUSTRY TRADE MISSION VISITING SAO PAULO AND SALVADOR IN APRIL 1975).

BUYING GROUP TO INTERNATIONAL PETROLEUM EXPOSITION, TULSA, OKLA. (HELD EVERY 5 YEARS), MAY 1976.

--(J) FOOD PROCESSING AND DISTRIBUTION EQUIPMENT.

TYPE I TRADE FAIR; FOOD PROCESSING EQUIPMENT, SAO PAULO, JULY 1975.

BUYING GROUP TO NATIONAL EXPOSITION OF FOOD PROCESSERS, SAN FRANCISCO, JANUARY 1976.

2. THE PRINCIPAL OBJECTIVE IN EACH OF THESE CAMPAIGNS IS TO STIMULATE AND SUPPORT U.S. EXPORT SALES OF GOODS AND SERVICES, WITH SECONDARY OBJECTIVES THAT INCLUDE PROVIDING ASSISTANCE TO U.S. INVESTORS AND LICENSEES. THE BASIC MARKET RESEARCH IS LARGELY COMPLETED FOR EACH OF THE PRODUCT SECTORS COVERED BY THE CAMPAIGNS, ALTHOUGH UPDATING RESEARCH WILL NEED TO BE PERFORMED IN SOME SECTORS BY POST PERSONNEL. CAMPAIGN WORKSHEETS ARE UNDER PREPARATION AND WILL BE SUBMITTED BY AIR POUCH.

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3. MAJOR PROJECTS, SUCH AS ITAIPU HYDROELECTRIC AND CARAJAS IRON ORE, WILL BE INCLUDED IN ABOVE CAMPAIGNS. IMPORTANT EXCEPTIONS ARE MAJOR PROJECTS IN THE RAIL, SHIPPING AND PORT SECTORS, WHICH WILL BE MONITORED AND REPORTED OUTSIDE OF SPECIAL CAMPAIGN ACTIVITIES. STEEL MILL PROJECTS WILL BE INCLUDED IN METALWORKING CAMPAIGN.

4. ESTABLISHMENT OF A MARKET ANALYSIS UNIT, PROGRAMMED BUT NOT REALIZED IN THE FY-75 CCP, WILL BE A PRIORITY PROJECT FOR FY-76. THIS PROJECT WILL INCLUDE AN ADDRESSOGRAPH AUTOMATIC DATA PROCESSING SYSTEM, FOR WHICH DETAILED PROPOSAL HAS ALREADY BEEN FORMULATED WITH USIS ASSISTANCE, AND INPUT INFORMATION ASSEMBLED. ESTABLISHING THE MARKET ANALYSIS UNIT AWAITS THE ASSIGNMENT OF THE ADDITIONAL FSL CLERICAL POSITION REQUESTED IN FY-75 CCP, WHILE THE PROPOSED AUTOMATIC DATA SYSTEM FOR HANDLING TRADE CONTACTS WILL REQUIRE SPECIAL FUNDING.

5. USIS WILL CONTINUE TO ACTIVELY SUPPORT TRADE PROMOTION EFFORTS THROUGH PRESS RELEASES, PUBLISHING AND ASSISTING IN MAILING THE COMMERCIAL NEWSLETTER, AND EDITING AND PRINTING LITERATURE FOR TRADE PROMOTION EVENTS. NEW USIS ACTIVITIES ALREADY UNDERWAY INCLUDE PUTTING TOGETHER INFORMATION KITS IN PORTUGUESE ON SUBJECTS OF COMMON INTEREST BETWEEN BRAZIL AND THE U.S. IN THE ECONOMIC COMMERCIAL FIELD, AND MONTHLY FILM SHOWING AT THE USIS CULTURAL CENTER IN RIO FOR BRAZILIAN TRAVEL AGENTS TO PROMOTE TOURISM TO THE U.S. ALSO, A PORTUGUESE LANGUAGE BROCHURE DESIGNED FOR USE OF BUSINESS VISITORS TO THE U.S. IS IN PREPARATION. PLANS ARE NOW BEING FORMULATED FOR COMMERCIAL OFFICERS TO WORK WITH THE USIS AUDIO-VISUAL OFFICER TO PRODUCE A SERIES OF VIDEOTAPE RECORDINGS ON PRODUCT THEMES THAT CAN BE SHOWN TO SELECTED BUYER GROUPS. THE INTEGRATION OF THE CONGEN SAO PAULO COMMERCIAL LIBRARY WITHIN THE USIS LIBRARY IS SO SUCCESSFUL THAT A STUDY IS NOW BEING MADE IN RIO TO PROMOTE GREATER COOPERATION BETWEEN USIS CULTURAL CENTER LIBRARY AND CONGEN COMMERCIAL LIBRARY. COMMERCIAL REFERENCE MATERIALS ARE ALSO BEING ASSEMBLED FOR INCLUSION IN SELECTED BI-NATIONAL CENTER UNCLASSIFIED

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LIBRARIES.

6. THE HIGHLY EFFECTIVE COOPERATION ON COMMERCIAL PROGRAMS THAT ALREADY EXISTS BETWEEN COMMERCIAL PERSONNEL AND OTHER USG AGENCY PERSONNEL, SUCH AS USDELJBUSMC, FAA, USAID, AGRICULTURAL MILITARY AND SCIENCE ATTACHE OFFICERS, WILL CONTINUE TO BE AN IMPORTANT PART OF THE FY-76 CCP.

7. A SEPARATE POUCH SUBMISSION BY THE END OF JANUARY WILL INCLUDE, BESIDES PRODUCT CAMPAIGN WORKSHEETS, THE FOLLOWING MATERIAL FOR USE IN DRAFTING FY-76 CCP; PERSONNEL ORGANIZATION CHART, SUMMARY RESOURCE ALLOCATION (IN-COUNTRY), AND DRAFT OF SUGGESTED OVERVIEW. THIS SUBMISSION WILL ALSO INCLUDE SUGGESTED PRODUCT CAMPAIGNS AND SUMMARY OF RESOURCE ALLOCATION FOR USE IN FY-77 CCP

"FLASH BUDGET" EXERCISE. DUE TO EXTENT OF MATERIAL, EARLY
POUCH SUBMISSION IS PREFERRED TO CABLE SUBMISSION REQUESTED
BY FEBRUARY 14, 1975 IN A-9016.
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